

## Message Text

LIMITED OFFICIAL USE

PAGE 01 NOUAKC 01236 201432Z

43

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 COME-00 TAR-01 TRSE-00 AID-05

CIAE-00 FRB-03 INR-07 NSAE-00 USIA-06 XMB-02 OPIC-03

SP-02 CIEP-01 LAB-04 SIL-01 OMB-01 L-03 PA-01 PRS-01

/055 W

----- 113677

R 191143Z JUN 75

FM AMEMBASSY NOUAKCHOTT

TO SECSTATE WASHDC 3975

INFO AMEMBASSY DAKAR

LIMITED OFFICIAL USE NOUAKCHOTT 1236

E.O. 11652: N/A DECONTROL 30 JUNE 1977

TAGS: EIND EINV ELTN BTIO MR

SUBJECT: ACTIVE GIRM INTEREST IN MACK TRUCK COMPANY

REF: STATE 141977 NOUAKCHOTT 1154

1. MAURITANIAN MINISTER OF COMMERCE AND TRANSPORT, ABDALLAHI OULD CHEIKH, SPENT QUARTER OF HOUR JUNE 17 DESCRIBING TO AMBASSADOR HOPE THAT HE AND GIRM HAVE THAT MACK TRUCK WILL ACCEPT THEIR INVITATION TO COME IN AND TAKE OVER ENTIRE MAURITANIAN MARKET FOR HIGHWAY AND OFF-THE-ROAD TRUCKS. MINISTER REPORTED GOVERNMENT AND PRIVATE TRUCKERS ARE DISSATISFIED WITH WAY EUROPEAN MANUFACTURERS ARE HANDLING MAURITANIAN MARKET, AND WOULD LIKE AT MINIMUM TO ORGANIZE SOME REAL COMPETITION AMONG SELLERS FOR BENEFIT OF MAURITANIAN TRUCK OPERATORS. OULD CHEIKH BELIEVES MACK COULD SELL 100 TO 120 TRUCKS ASYEAR HERE AT OUTSET. RECOGNIZING THAT EEC PREFERENTIAL TARIFF ARRANGEMENTS PUT US TRUCKS AT SIGNIFICANT DISADVANTAGE, MINISTER PERSONALLY TOOK ON FINANCE MINISTER TO GET PRESENT 25 PER CENT TARIFF ON US TRUCKS REDUCED TO NOMINAL DUTY CHARGED ON EUROPEAN VEHICLES. AFTER LENGTHY BUREAUCRATIC FIGHT,  
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 NOUAKC 01236 201432Z

OULD CHEIKH IS NOW CONFIDENT THAT COUNCIL OF MINISTERS

IS ON VERGE OF DECIDING TARIFF DISPUTE IN HIS FAVOR.

2. IN WHAT IS PERHAPS MAURITANIA'S FIRST MOVE IN DIRECTION OF ENCOURAGING PRIVATE ENTERPRISE RATHER THAN AUTOMATICALLY REPORTING TO DIRECT GOVERNMENT OPERATION OF IMPORTANT ECONOMIC ACTIVITY, GIRM MINISTRY COMMERCE AND TRANSPORT HAS ENCOURAGED AND ASSISTED ORGANIZATION OF LOCAL, PRIVATELY-OWNED FIRM TO (A) ESTABLISH NATION-WIDE TRUCKING LINE, AND (B) MARKET AND SERVICE AMERICAN TRUCKS. MINISTER HOPES SALES FRANCHISE ARRANGEMENT WILL DEVELOP IN THREE OR FOUR YEARS INTO ASSEMBLY PLANT. OULD CHEIKH WANTS MACK BECAUSE HE RECOGNIZES MACK TRUCKS ARE SIGNIFICANTLY BETTER THAN EUROPEAN EQUIPMENT AND HE IS CONVINCED THAT ONLY HIGHER QUALITY MACK VEHICLE CAN WITHSTAND ROUGH DESERT TRACKS AND HARSH ENVIRONMENT (AMBIENT TEMPERATURES AND DUST CONDITIONS) OF MAURITANIA. IN ADDITION TO REDUCTION OF TARIFF, MINISTER DECLARED GIRM STANDS READY TO OFFER SUBSTANTIAL ADDITIONAL INCENTIVES TO MACK TO JVE AS QUICKLY AS POSSIBLE TO SECOND STAGE OF PROJECTED ARRANGEMENT, THE ASSEMBLY LOCALLY OF KNOCKED DOWN TRUCKS SHIPPED IN FROM US FACTORY. SPECIFICALLY GIRM IS PREPARED TO ACCORD MACK VIRTUAL MONOPOLY OF MAURITANIAN MARKET BY REDUCING IMPORT OF COMPETING TRUCKS TO TOKEN NUMBER OF 5 OR 10 ANNUALLY PER EUROPEAN SUPPLIER (FOLLOWING PATTERN ALREADY ESTABLISHED IN SENEGAL TO PROTECT BERLIET ASSEMBLY PLANT THERE). MINISTER, MOREOVER, HOPES THAT MACK ULTIMATELY WILL DECIDE TO ASSEMBLE ALL TRUCKS IT SELLS INTO OTHER WEST AFRICAN COUNTRIES IN PROJECTED MAURITANIAN PLANT RATHER THAN SHIP THE HANDFUL PERMITTED TO ENTER SENEGAL, IVORY COAST, ETC. FROM US FACTORY.

3. IN VIEW OF SCOPE OF ARRANGEMENT MAURITANIANS--GOVERNMENT AND PRIVATE--DESIRE TO WORK OUT WITH MACK TRUCK COMPANY; OF FACT THAT PRIVATE MAURITANIAN FIRM IS IN EFFECT CHOSEN INSTRUMENT OF GIRM; AND OF THE POTENTIAL RETURN THIS BUSINESS ARRANGEMENT MIGHT REPRESENT FOR AMERICAN FIRM AND FOR US EXPORT EFFORTS, EMBASSY VERY MUCH HOPES THAT SENIOR MACK OFFICIALS WILL PLAN TO SPEND 4 OR 5 DAYS IN NOUAKCHOTT IN NEAR FUTURE DURING THEIR NEXT TRIP TO WEST AFRICA OR IF NECESSARY MAKE SPECIAL TRIP HERE TO EXPLORE PROPOSED LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 NOUAKC 01236 201432Z

FRANCHISE/ASSEMBLY PLANT PROJECT. ALTERNATIVELY, IF MACK IS NOT INTERESTED, REQUEST DEPARTMENT TO URGE MANUFACTURER OF AS NEAR EQUIVALENT QUALITY TRUCK AS EXISTS TO SEIZE OPPORTUNITY GIRM IS EXTENDING TO US SUPPLIER. WHITE MOTOR REGIONAL MANAGER FOR AFRICA MADE EXPLORATORY VISIT TO NOUAKCHOTT MID-APRIL SO WHITE ALREADY HAS SOME IDEA OF LOCAL SCENE. HANDYSIDE

LIMITED OFFICIAL USE

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRUCKS, INVESTMENTS, TARIFFS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 19 JUN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** greeneet  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975NOUAKC01236  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750215-0876  
**From:** NOUAKCHOTT  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750634/aaaabfgi.tel  
**Line Count:** 114  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION AF  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STATE 141977, 75 NOUAKCHOTT 1154  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** greeneet  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 27 AUG 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <27 AUG 2003 by ShawDG>; APPROVED <15 DEC 2003 by greeneet>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ACTIVE GIRM INTEREST IN MACK TRUCK COMPANY  
**TAGS:** EIND, EINV, ELTN, BTIO, MR, MACK TRUCK CO  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006